

FY2014 ANNUAL CORPORATION FOR PUBLIC BROADCASTING (CPB) RADIO STATION LOCAL CONTENT AND SERVICES REPORT

Telling Public Radio's Story

Question 6.1.1

Describe your overall goals and approach to address identified community issues, needs, and interests through your station's vital local services, such as multiplatform long and short-form content, digital and in-person engagement, education services, community information, partnership support, and other activities, and audiences you reached or new audiences you engaged.

In 2010, Arizona Public Media (AZPM), the public media umbrella organization that includes CPB grant recipients KUAZ-AM/FM and KUAT-TV, and their sister television and radio stations, adopted a five-year strategic plan that sets out the organization's strategic intent as follows:

AZPM will be a trusted source of information that promotes thoughtful conversation and community collaboration. AZPM will create, acquire, and distribute distinctive and relevant content for, with and about Southern Arizona, the University of Arizona, and the Southwest.

The strategic plan incorporates among its vital outcomes and objectives content and audience development, and strategic partnerships. Key among the stated goals are motivation and engagement "of audiences and the community via the development of high-quality, journalistically sound, distinctive and locally-relevant content in five (5) pivotal areas: 1) News and Public Affairs; 2) Science, Health and Technology; 3) Nature and the Environment; 4) Arts and Culture; 5) Education and Civics." AZPM's radio news team has focused its reporting on the subject areas noted and related stories are featured among 19 daily newscasts on KUAZ-AM/FM and 6 daily newscasts on sister classical music radio station KUAT-FM. In addition, extended "In-depth" segments addressing the subject areas mentioned above are featured during NPR's *Morning Edition* and *All Things Considered* programs on KUAZ-AM/FM. The radio news team has dedicated reporters who cover issues including politics, education, economics, immigration and the border, and other subject areas. KUAZ-AM/FM also broadcasts its weekly half-hour news and feature program *Arizona Spotlight*, each installment of which airs three times each week. Both radio stations regularly present news stories about and/or of interest to the diverse residents of Southern Arizona, including the Hispanic and Native American communities. KUAZ-AM/FM will continue to provide the same programming services in FY2015.

Question 6.1.2

Describe key initiatives and the variety of partners with whom you collaborated, including other public media outlets, community nonprofits, government agencies, educational institutions, the business community, teachers and parents, etc. This will illustrate the many ways you're connected across the community and engaged with other important organizations in the area.

In FY2014, KUAT-FM and KUAZ-AM/FM continued to engage in a number of activities designed to provide service to, and/or a close connection with, the communities the stations serve.

On the programming side, KUAT-FM continued to broadcast twice weekly its classical music series, "Community Concerts," featuring music ensembles of note based in or performing in southern Arizona, including student and faculty ensembles in residence at the University of Arizona's School of Music. Other producing partners have been The Arizona Friends of Chamber Music, The Tucson Symphony Orchestra, The Tucson Philharmonia Youth Orchestra, The St. Andrews Bach Society, The Tucson Arizona Boys Chorus, The Tucson Girls Chorus, and the Arizona Repertory Singers, among others. KUAT-FM also continued to broadcast interviews about local arts and cultural performances, events and exhibitions such as the annual Tucson Desert Song and Winter Chamber Music festivals.

KUAZ-AM/FM continued to broadcast weekly program segments featuring Arizona State House and Senate leaders and southern Arizona's Congressional representatives; its "Arizona Spotlight" news, public affairs, culture and arts magazine; and daily "In-depth" program segments covering local politics, public affairs, arts and culture as elements within the station's broadcasts of NPR's "Morning Edition" and "All Things Considered."

KUAZ-AM/FM and KUAT-FM are increasingly making use of volunteers in key areas of the organization. To further the stations' contact with the community, the stations are open to student and community groups, and existing and potential donors for tours, led primarily by volunteers. In addition to roles as talent and support staff for on-air fundraising campaigns, volunteers from a cross section of Tucson and the surrounding communities participate in the life of the organization by staffing the stations' reception desk and answering telephones during business hours, serving as staff at special events and during membership campaigns, and filling a number of other technical and administrative support roles.

AZPM's radio stations continued to participate in community events like the annual Tucson Festival of Books and The University of Arizona Student Chamber Music Showcase. The goals for the stations' outreach initiatives are greater service to the communities they serve, an increase in perceived value of programming and services by

the stations' listeners and members, and development of the stations' volunteer, and undergraduate and graduate student intern workforce.

Question 6.1.3

What impact did your key initiatives and partnerships have in your community? Describe any known measurable impact, such as increased awareness, learning or understanding about particular issues. Describe indicators of success, such as connecting people to needed resources or strengthening conversational ties across diverse neighborhoods. Did a partner see an increase in requests for related resources? Please include direct feedback from a partner(s) or from a person(s) served.

Objective measures for evaluating the success of the AZPM radio stations' key initiatives and community partnerships include audience numbers for the stations as quantified by Nielsen Audio research data, membership revenue, increased volunteer participation in multiple station activities, attendance at station-hosted and station-sponsored events, and participation in community initiatives.

One example of AZPM's successful partnerships with community nonprofits is its long-standing relationship with the Tucson bureau of Sun Sounds of Arizona, a reading service for the visually impaired. Since 1985, the 92 kHz subcarrier channel of KUAT-FM's 90.5 FM main signal has been devoted to broadcasting the Sun Sounds audio service to listeners located throughout southern Arizona. Sun Sounds' audience is as diverse as the general population, reflecting the reality that people lose the ability to read print material for a number of reasons. Some lose their access to print late in life as a result of macular degeneration, diabetes, or other age-related eye diseases. Others lose the ability to use print because of a stroke, accident, or age-related infirmity. After a lifetime of reading newspapers, popular magazines, books and other print material, the sudden and dramatic loss of reading ability can bring a sense of great loss and isolation. Sun Sounds' programming makes it possible for listeners to access daily newspapers, advertisements, death notices, and other printed news necessary for day-to-day living. From the travel column in the newspaper to the local electoral results, having access to printed materials makes a difference in the lives of Arizonans, reducing their sense of isolation and making independent living much easier. The organization is primarily staffed by volunteers and its services are provided free to users.

Sun Sounds of Tucson's Station Manager Mitzi Tharin says that "our listeners would be devastated" if KUAT-FM was not there to provide Sun Sounds reading service through its subcarrier. "Our listeners use the service 24/7 for everything" notes Ms. Tharin, who points out that reading from the local daily Southern Arizona newspapers remains the most listened-to of Sun Sounds' many offerings, which include reading of the Wall Street Journal, along with magazines, short stories, novels, children's books and more.

In FY2014, KUAT-FM's sister cable television service, the UA Channel, began to offer Sun Sounds' radio reading service on its secondary audio program (SAP) channel around the clock to provide an additional and convenient means whereby more Southern Arizonans can access the vitally important service, the result of the UA Channel being available in some locations within the Tucson Valley in which KUAT-FM's over-the-air signal is difficult or impossible to receive.

AZPM has many community partnerships that assist it in its mission of promoting education and literacy among children. AZPM partnered with the Tucson Children's Museum three times in FY2014 for science and literacy-themed events, which were attended by more than 4,000 people. AZPM distributed literacy-related items for all children in attendance and promoted *PBS Kids* programming. In addition, AZPM actively collaborated with the University of Arizona to promote reading. The collaboration included AZPM's participation in the Tucson Festival of Books, the largest event of its kind in the United States. Tens of thousands of people attended each day of the multi-day event to engage with their favorite authors. AZPM also took part in the monthly University of Arizona Bookstore *Storytime* events, which featured popular children's books characters and a strong focus on literacy.

Looking ahead to FY2015, AZPM will continue its partnerships with The Children's Museum, the Tucson Festival of Books and the University of Arizona Bookstore *Storytime* events. AZPM will continue to provide station tours for community groups, schoolchildren and others. AZPM will also take part in other community events that support its goal of promoting childhood literacy.

Question 6.1.4

Please describe any efforts (e.g., programming, production, engagement activities) you have made to investigate and/or meet the needs of minority and other diverse audiences (including, but not limited to, new immigrants, people for whom English is a second language and illiterate adults) during Fiscal Year 2014, and any plans you have made to meet the needs of these audiences during Fiscal Year 2015. If you regularly broadcast in a language other than English, please note the language broadcast.

The KUAT-FM and KUAZ-AM/FM news staff, which includes a full-time, dedicated education reporter, regularly cover education issues, cultural events, and medical and scientific research projects are ongoing at the University of Arizona and elsewhere in Southern Arizona that are targeted toward members of minority communities. In addition, the stations' news coverage follows the activities of the Tucson Unified School District (the largest school district in the region), the Pima County Community College system, and other regional educational institutions. Particular focus is given to education issues affecting the local Hispanic and Native American communities. Education stories and issues are also given in-depth coverage on KUAZ-AM/FM's weekly news and public affairs program "Arizona Spotlight."

In FY2015, AZPM will continue its efforts to provide meaningful and dialogue-inspiring coverage of issues affecting populations that live near or within the sphere of influence of the United States-Mexico border. For the past three years, KUAZ-AM/FM partnered with six other radio stations in the West as part of the "Fronteras: The Changing America Desk" Local Journalism Center (LJC). KUAZ-AM/FM had a CPB grant-funded reporter stationed in-house to produce content of particular significance to residents of American Border States. KUAZ-AM/FM's LJC membership also allowed access to "Fronteras" content generated by reporters and editors located at the other partner stations. "Fronteras" stories on immigration and changing U.S. demographics, along with related issues of education, health care, transportation and others, were of particular interest to the diverse Southern Arizona audience. CPB's grant support for the LJC has expired, but KUAZ-AM/FM has continued to partner with the majority of the radio stations that were part of the original LCJ group to continue to create, share, and, ultimately, provide to the public important news and information related the changing face of the American West and to relay stories about the educational, fiscal, political, cultural and other matters that are unique to the region.

Buoyed by the success of its first "Community Interactive Forum" focusing on poverty and the working poor, which was produced in FY2014 through a partnership between AZPM and the Community Foundation of Southern Arizona (CFSA) and hosted by Neal Conan, former host of NPR's "Talk of the Nation," AZPM and CFSA will collaborate again in FY2015 to present "Community Interactive: Education." The FY2014 event, designed to propose real and actionable approaches to dealing with issues around the plethora of problems facing the working poor in Southern Arizona, was attended by a live audience of nearly 1200 and streamed live on the web. The forum was also archived for download on demand. The FY2015 event will be a moderated 90-minute discussion among six education experts focusing on solutions to improve education outcomes in Arizona. As before, the event will also be streamed live and archived for viewing on demand at AZPM's website.

Among AZPM's activities designed to serve persons for whom English a second language, one of KUAT-FM and KUAZ-AM/FM's sister television stations, KUAT-TV Channel 6.2, broadcasts the 24-hour Spanish language television service Vme, produced by WNET-TV, Newark, New Jersey. Reaching more than 70 million households in the United States, Vme is carried by PBS stations in 43 markets, and features drama, music, current affairs, food, lifestyle, nature and educational pre-school programming. Vme's mission is to entertain, educate and inspire families via Spanish language content that mixes original productions, exclusive premieres, acquisitions, and popular public television programs specially adapted for Hispanic audiences. Vme is additionally available to Southern Arizonans through AZPM via dedicated channels on Comcast and Cox cable, and the DirecTV and DISH satellite television providers.

Question 6.1.5

Please assess the impact that your CPB funding had on your ability to serve your community. What were you able to do with your grant that you wouldn't be able to do if you didn't receive it?

Grant support from CPB is a vitally important source of funding for AZPM and its KUAZ-AM/FM and KUAT-FM radio stations. Moreover, CPB funding for AZPM's radio and television stations is, at present, exceeded only by the organization's annual University of Arizona appropriation and its support from the community in the form of membership and underwriting revenue. CPB's CSG funding will continue to be of critical importance as the stations must provide the increasing levels of service the community expects and deserves, while at the same time facing ever-rising programming and operating costs. Rendering CPB support even more essential, AZPM's host institution, the University of Arizona, announced in the fourth quarter of FY2014 that it would reduce the annual cash allocation it provides for the support of AZPM by \$400,000 in FY2015 and that it will continue to shrink the budget allocation by an additional \$400,000 annually for the four following fiscal years, a total budget reduction of \$2-million. At the end of the five-year period, AZPM will receive from the University an annual allocation of a projected \$400,000. The result will be that CPB funding will become the second largest single source of financial support for the organization by a wide margin.

Other non-Community Service Grant (CSG) support provided by CPB has also proven immensely valuable to AZPM and its radio listeners. A primary example was CPB's initiative to create and support Local Journalism Centers (LJCs) across the country. CPB seed funding and multi-year support of LJC's made it possible for KUAZ-AM/FM to partner with six other radio stations in the American West as part of an LJC titled "Fronteras: The Changing America Desk." While CPB funding for that project ceased at the conclusion of FY2014, the majority of the members of the original LJC group, including KUAZ-AM/FM, have created a new, self-funded partnership that will allow the participating radio stations to continue the content sharing success that was the hallmark of the LCJ.

Without CPB support, both local productions and the programs acquired from national distributors for broadcast on KUAT-FM and KUAZ-AM/FM would be have to be scaled back significantly or nearly eliminated. If CPB support was withdrawn entirely, staff reductions and drastic cuts to operations would also be necessary for AZPM's radio stations to continue to provide, on a diminished basis, their unique services to Southern Arizonans.